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Set	Items	Description
S1	10040	DATABASE? OR DATABANK? OR DATAMIN? OR (DATA OR RECORD) (1W)- (MANAG? OR BASE? OR BANK? OR MINE? ? OR REPOSITOR? OR MINING) OR DB OR DBS OR OODB OR RDB OR DBMS OR RDBMS
S2	21007	FAMILY OR FAMILIES OR RELATION? OR RELATE? ? OR COMMON? OR ASSOCIAT? OR LINK??? OR SHARE? OR SHARING? OR CATEGORY OR CAT- EGORIES
S3	7619	DUPLICAT? OR DUPE? ? OR DEDUPE? ? OR DEDUPLICAT? OR REPEAT? OR IDENTICAL? OR SAME OR SIMILIAR? OR ASSOCIAT?
S4	40022	DATA OR RECORD? ? OR INFORMATION OR ELEMENT? OR OBJECT? ? - OR FILE OR FILES OR CONTENT? ? OR ITEM OR ITEMS
S5	254	S1 AND S2 (5N) S3 (5N) S4
S6	12179	SORT? ? OR ARRANG? OR INDEX? OR ADD OR ADDS OR ADDING OR O- GANISE? OR ORGANISING OR ORGANIZE? OR ORGANIZATION OR MERGE? - OR MERGING? OR (PUT OR PUTS OR PUTTING OR BRING? OR PLACE?) (- ) TOGETHER
S7	33	S5 AND S6 (3N) S4

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Set	Items	Description
S1	10040	DATABASE? OR DATABANK? OR DATAMIN? OR (DATA OR RECORD) (1W)- (MANAG? OR BASE? OR BANK? OR MINE? ? OR REPOSITOR? OR MINING) OR DB OR DBS OR OODB OR RDB OR DBMS OR RDBMS
S2	20237	FAMILY OR FAMILIES OR RELATION? OR RELATE? ? OR COMMON? OR ASSOCIAT? OR LINK??? OR SHARE? OR SHARING?
S3	7619	DUPLICAT? OR DUPE? ? OR DEDUPE? ? OR DEDUPLICAT? OR REPEAT? OR IDENTICAL? OR SAME OR SIMILIAR? OR ASSOCIAT?
S4	27089	VALUE? ? OR CRITERI? OR SPECIFIC? OR PROPERT? OR FEATUR? OR IDENTIFIER? OR FIELD? ? OR ELEMENT? OR INDICATOR?
S5	968	S1 AND S2 AND S3
S6	507	S4 AND S5
S7	14795	SORT? ? OR ARRANG? OR INDEX? OR ADD OR ADDS OR ADDING OR O- GANISE? OR ORGANISING OR ORGANIZ? OR MERGE? OR MERGING? OR (P- UT OR PUTS OR PUTTING OR BRING? OR PLACE?) ()TOGETHER
S8	211	S6 AND S7
S9	45	S8 AND S7(5N)S4
S10	43	S9 NOT PY>2002

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?t s10/5/12,17,34

10/5/12

DIALOG(R)File 256:TecInfoSource

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01099368

DOCUMENT TYPE: Product

**PRODUCT NAME: MarketGenius Suite (099368)**

Anchor Software LLC (598275)

730 E Park Blvd #104

Plano, TX 75074 United States

TELEPHONE: (972) 881-2424

RECORD TYPE: Directory

CONTACT: Sales Department

Anchor Software's MarketGenius (TM) Suite is a collection of direct marketing application modules. The suite includes the Addressforward (TM), AddressVerifier (TM), MaxDup+ (TM), MaxConvert+ (TM), MaxCoder (TM), ZIP+4 Online, **Database** Insight, and **Database** Wizard components. MarketGenius's Addressforward module **links** to the U.S. Postal Service's FASTForward (TM) system. FASTForward offers change of address (COA) **features** that streamline mailing list updates. Addressforward includes automated job queue **features** that improve throughput. The AddressVerifier module offers real-time updating and verification of address information. It can be embedded in Internet, online call center, point-of-sale (POS), or batch processing applications. MarketGenius's MaxDup+ eliminates **duplicate** records. It includes consumer and business **merge** and purge **features**. The MaxConvert+ component converts multiple file layouts to standardized formats. Reporting **features** allow users to review jobs and address quality control requirements. MaxCoder is an address program that references the U.S. Postal Service's Coding Accuracy Support System (CASS) certification standards. MarketGenius's ZIP+4 Online component analyzes addresses and assigns appropriate U.S.P.S.-certified information. **Database** Insight, a **database** analysis tool, can create reports and graphs and integrate with Microsoft Excel and other spreadsheet applications. The program can evaluate information across multiple time periods. MarketGenius's **Database** Wizard creates, consolidates, and updates **databases**, employing Anchor Software's Image Crusher (TM) technology to eliminate **duplicates**. The module lets users define update actions and key **relationships**. Finished tables can be referenced by any SQL query engine, providing users with ad hoc reporting **features**.

DESCRIPTORS: Data Quality; **Database** Utilities; Direct Marketing; File Conversion; List Processing; Mailing Lists; Marketing Information; ZIP Codes

HARDWARE: IBM PC & Compatibles

OPERATING SYSTEM: Windows; Windows NT/2000

PROGRAM LANGUAGES: Not Available

TYPE OF PRODUCT: Micro

POTENTIAL USERS: Direct Marketing

PRICE: Available upon request

REVISION DATE: 020822

10/5/17

DIALOG(R)File 256:TecInfoSource

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01063151

DOCUMENT TYPE: Product

**PRODUCT NAME: Verity K2 Enterprise (063151)**

Verity Inc (454427)  
894 Ross Dr  
Sunnyvale, CA 94089 United States  
TELEPHONE: (408) 541-1500

RECORD TYPE: Directory

CONTACT: Sales Department

Verity's Verity (R) K2 Enterprise automatically captures information from intranets, portals, and **databases**, as well as from content management, enterprise resource planning (ERP), customer resource management (CRM), and other applications. It also collects information from partners and customers. Its modular architecture can scale to meet increasing user and data processing demands. The product works with existing security systems. Verity K2 Enterprise includes full-text search, query error correction, stemming expansion, query-by-example, and automated summarization **features**. Its **Relational** Taxonomy technology provides multiple paths to information. Parametric selection **features** support the searching and access of structured and unstructured text. Verity K2 Enterprise removes **duplicates** from results lists. It also **organizes** results by relevance or category. The system can import existing taxonomies. Its Thematic Mapping **feature** automatically extracts concepts from information. Verity K2 Enterprise also includes automatic classification and information recommendation **features**. The system identifies **organization** experts. It supports over 70 languages.

DESCRIPTORS: Content Management; Groupware; Intranets; Knowledge Management; Search Engines; Taxonomies; Text Retrieval

HARDWARE: HP; IBM PC & Compatibles; Sun; UNIX  
OPERATING SYSTEM: AIX; HP-UX; Linux; Solaris; Windows NT/2000; Windows XP  
PROGRAM LANGUAGES: Not Available  
TYPE OF PRODUCT: Mini; Micro; Workstation  
POTENTIAL USERS: Content Management, Intellectual Capital Management  
PRICE: Available upon request

REVISION DATE: 20040315

10/5/34  
DIALOG(R)File 256:TecInfoSource  
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00129706 DOCUMENT TYPE: Review

PRODUCT NAMES: Mosaic (042544); Profiler 2.5 (042552); Global Mosaic (042561); iSITE 4.7 (775584)

TITLE: Geopsychographic LSPs  
AUTHOR: Thrall, Grant Ian Casey, John Quintana, Aracibo  
SOURCE: GeoSpatial Solutions, v11 n4 p40(4) Apr 2001  
ISSN: 1529-7403  
HOMEPAGE: <http://www.geospatial-online.com>

RECORD TYPE: Review  
REVIEW TYPE: Product Analysis  
GRADE: Product Analysis, No Rating

Geonomics' iSITE 4.7 (a combined software and data product and **add - in** to Maptitude desktop geographical information system GIS) and Experian's Mosaic, Profiler 2.5, and Global Mosaic are described lifestyle segmentation profile (LSP) geospatial software components. LSPs are used by business geographic practitioners who establish preferred site location profiles for multibranch retail facilities. LSPs are generally created by **merging** many data **fields** provided in a census **database** and in proprietary private **databases**, including those provided by credit

reporting bureaus and th in intercensus-year data upda Experian compiles such data and has been creating LSP **databases** for over 20 years and for more than a dozen countries. Mosaic's LSPs are similar but not exacting the **same** as CACI's ACORN LSP. Mosaic's LSPs were derived from 1990 census data combined with INSOURCE, which was jointly created in 1996 by Experian and Metromail. Mosaic was created by integrating information **linked** to phone numbers, **property** data, and direct consumer responses, as well as other geographic- **specific** data. Iterative cluster analysis was used to establish a dozen major core group and 62 subgroup classifications. Profiler 2.56 generates reports, and Global Mosaic may be the first global LSP **database** . Global Mosaic classifies almost a billion consumers globally into a single universally defined lifestyle segmentation system. Global Mosaic's data assumes that all cities are alike and that their **common** characteristics can be pinpointed and replicated.

COMPANY NAME: Experian Information Solutions Inc (444782); geoVue  
(669768)

SPECIAL FEATURE: Charts

DESCRIPTORS: Content Providers; Demographics; GIS; Market Research;  
Marketing Information; Retailers

REVISION DATE: 20030330

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7/5/3

DIALOG(R)File 256:TecInfoSource

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01694096

DOCUMENT TYPE: Product

**PRODUCT NAME: Legacy 5.0 Standard & Deluxe (694096)**

Millennia Corp (642851)

PO Box 66

El Mirage, AZ 85335 United States

TELEPHONE: (623) 875-4928

RECORD TYPE: Directory

CONTACT: Sales Department

Legacy 5.0 from Millennia is a family history program and family tree maker. It produces all of the standard genealogical reports and is capable of storing large amounts of family-related information. Legacy tracks notes, sources, pictures, alternate names, dates, events, and sounds. It can import and **merge files** from other **family** tree applications, while removing **duplicate** entries. Pictures can be imported in most **common** picture formats. Other entry features include quick-fill forms; blank reports and forms for data gathering; support for multiple sets of parents per individual and entry of 60 children per parent; and a date calculator, which speeds calculation of birthdates, death dates, and ages. Legacy produces a wide range of output, such as a calendar report, LDS Ordinance Report, research log, surname summary, timelines, pedigree charts, descendant reports, and family group sheets. Genealogists can also export their work to other applications, including TempleReady and Ancestral File. The system can even produce a family album, complete with pictures. Newer features of Legacy Deluxe include a geolocation **database**, color scheme choices, a to do clipboard, a U.S. county verifier, reports in several languages, and a calendar creator. Users can extend Legacy with add-ons such as GENMatcher, a genealogy-file comparison utility, Legacy Charting Companion, and Palm OS software.

DESCRIPTORS: Families; Genealogy; List Processing; Recreation & Hobbies

HARDWARE: IBM PC & Compatibles; Pentium

OPERATING SYSTEM: Windows; Windows NT/2000; Windows XP

PROGRAM LANGUAGES: Not Available

TYPE OF PRODUCT: Micro

POTENTIAL USERS: Families, Genealogy Buffs

PRICE: \$49.95; Internet demo available

DOCUMENTATION AVAILABLE: Online documentation

OTHER REQUIREMENTS: Win 9x+ required

REVISION DATE: 20040314

7/5/28

DIALOG(R)File 256:TecInfoSource

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00120345

DOCUMENT TYPE: Review

**PRODUCT NAMES: Data Mining (836699)**

**TITLE: How To Mine Gold In Your Database**

**AUTHOR: Paone, Joe**

**SOURCE: MicroTimes, v197 p91(5) Sep 18, 1999**

**HOME PAGE: <http://www.microtimes.com>**

RECORD TYPE: Review

REVIEW TYPE: Product Analysis  
GRADE: Product Analysis, No Rating

**Data mining** tools allow marketers, statisticians, and IT professionals to **sort** through **data** and to cull new information that cannot usually be found without the assistance of **data mining**. **Data mining** can actually make **information** from data and can also show otherwise undetected trends and **associations** among **data**. Among tasks for which **data mining** can be used effectively are evaluation of customer **databases**, determination of demographic groups, and prediction of pricing required to attract or keep customers for an item or product line. For instance, a credit card company can use **data mining** to hone in on card-holders who have high credit risks by using a model that evaluates variables, including credit limit, balance, age, and income. To make the most of **data mining** tools, considerable up-front investments of time and effort are required. The organization must first ascertain the precise question to be answered, use a suitable and effective model for access to and analysis of data, and deploy qualified workers experienced in statistical or data analysis to interpret results accurately. Software tools work well, but experts with good data analysis skills are required. Predictive and descriptive **data mining** models are available. Other components in the **data mining** toolset are visualization tools and interfaces to **databases**.

COMPANY NAME: Vendor Independent (999999)  
SPECIAL FEATURE: Charts  
DESCRIPTORS: **Data Mining**; Decision Support Systems; Market Research;  
Marketing Information; Pattern Recognition  
REVISION DATE: 20000228

7/5/33  
DIALOG(R) File 256:TecInfoSource  
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00113423 DOCUMENT TYPE: Review

PRODUCT NAMES: OODBMS (830220); Database Management (830025)

TITLE: Object Databases : They can solve real problems--if you can find...

AUTHOR: Baer, Tony  
SOURCE: Computerworld, v33 n3 p66(2) Jan 18, 1999  
ISSN: 0010-4841  
HOMEPAGE: <http://www.computerworld.com>

RECORD TYPE: Review  
REVIEW TYPE: Product Analysis  
GRADE: Product Analysis, No Rating

Object-oriented **databases** are capable of doing so much more than relational **databases** when handling complex data relationships, but companies must find very experienced managers and developers to harness the power and features provided. Relational **databases**, which **organize data** into columns, tables, and rows, are good for handling hard-wired data relationships between information sources, but object-oriented solutions are needed to manage when set-in-stone data relationships change often. Object-oriented systems allow data chunks to inherit any on-the-fly changes made to a **database**, thus allowing tracking of parts of products to be handled more efficiently and quickly. Normally **associated** with video storage and derivatives trading businesses, **object-oriented databases** are now being used more and more for more traditional services that require complex data relationships.

COMPANY NAME: Vendor Independent (999999)  
DESCRIPTORS: **Database** Management; OOP (Object Oriented Programming);  
Program Development